

Amendments to the Claims

1. (currently amended) ~~An automated~~ A method of collecting audience recognition information concerning a video presentation, the method comprising the steps of:

displaying an entire video presentation to a plurality of subjects;

subsequently inquiring of each of the subjects by computer whether each of a plurality of still images obtained from the video presentation are recognized by each of the subjects, the inquiring step taking place after the displaying step; and

for each of the still images, tabulating a percentage of the subjects reporting recognition by remembrance of the still image in the inquiring step.

2. (previously presented): The method of claim 1 wherein the displaying and inquiring steps are performed on a computer local to each subject, wherein the tabulating step is performed on a central computer networked to each local computer.

3. (original): The method of claim 2 additionally comprising the step of communicating results of the inquiring step to the central computer over the Internet.

4. (currently amended) ~~An automated~~ A method of collecting audience recognition information concerning a video or graphic presentation, the method comprising the steps of:

displaying a video or graphic presentation to a plurality of subjects;

after the displaying step, obtaining by an apparatus local to each subject audience recognition information ~~concerning the presentation~~ from each of the subjects concerning a plurality of still images obtained from the video presentation;

communicating results of the obtaining step via a network to a central computer;

and

tabulating results of the obtaining step for all subjects.

5. (previously presented) The method of claim 4 wherein the displaying and obtaining steps are performed by an element selected from the group consisting of World Wide Web browsers, interactive television devices, and a combination thereof.

6. (previously presented) The method of claim 4 wherein the obtaining step comprises inquiring of each of the subjects whether each of a plurality of still images from a video presentation are recognized by each of the subjects, and the tabulating step comprises tabulating a percentage of the subjects reporting recognition of each of the images in the inquiring step.

7. (canceled)

8. (currently amended) ~~An automated~~ A method of collecting in-market audience recognition information concerning a video presentation, the method comprising the steps of:

displaying a video presentation to a first plurality of subjects;

inquiring of each of the first plurality of subjects whether each of a plurality of still images obtained from the video presentation are recognized by each of the first plurality of subjects;

for each of the images, tabulating a percentage of the first plurality of subjects reporting recognition of the image in the inquiring step;

generating a graph comprising each of the images, wherein a position of each of the images on the graph is determined by the corresponding percentage generated in the tabulating step;

after the generating step, creating an abbreviated presentation containing a subset of the images;

after introduction of the video presentation via an advertising campaign, displaying the abbreviated presentation to a second plurality of subjects in a market targeted by the advertising campaign; and

inquiring of each of the second plurality of subjects whether the abbreviated presentation is recognized by each of the second plurality of subjects.

9. (original) The method of claim 8 wherein the creating step comprises creating a storyboard comprising still images.

10. (original) The method of claim 8 wherein the creating step comprises creating an abbreviated video presentation comprising a subset of the video presentation.

11. (currently amended) ~~An automated~~ A system for collecting audience recognition information concerning a video presentation, comprising:

an apparatus for displaying an entire video presentation to a plurality of subjects;

a computer apparatus for subsequently inquiring of each of the subjects whether each of a plurality of still images obtained from the video presentation are recognized by each of the subjects, the inquiring taking place after the video presentation has been displayed; and

a central computer for tabulating for each of the still images, ~~tabulating~~ a percentage of the subjects reporting recognition by remembrance of the still image to the inquiring apparatus.

12. (currently amended) The system of claim 11 wherein the displaying and inquiring ~~apparatus~~ apparatuses comprise ~~a computer~~ one or more computers local to each subject.

13. (currently amended) The system of claim 12 additionally comprising an apparatus for communicating results generated by the inquiring apparatus to the a central computer over the Internet.

14. (currently amended) ~~An automated~~ A system for collecting audience recognition information concerning a video or graphic presentation, comprising:

an apparatus for displaying a video or graphic presentation to a plurality of subjects;

an apparatus local to each subject for obtaining audience recognition information ~~concerning the presentation~~ from each of the subjects concerning a plurality of still images obtained from the video presentation;

a network for communicating results generated by the obtaining apparatus to a central computer; and

an apparatus for tabulating results generated by the obtaining means for all subjects.

15. (previously presented) The system of claim 14 wherein the displaying and obtaining apparatus comprise one or more of the elements selected from the group consisting of World Wide Web browsers, interactive television devices, and a combination thereof.

16. (previously presented) The system of claim 14 wherein the obtaining apparatus comprises an apparatus for inquiring of each of the subjects whether each of a plurality of still images from a video presentation are recognized by each of the subjects, and the tabulating apparatus comprises an apparatus for tabulating a percentage of the subjects reporting recognition of each of the images to the inquiring apparatus.

17. (canceled)

18. (currently amended) ~~An automated~~ A system for collecting in-market audience recognition information concerning a video presentation, comprising:

an apparatus for displaying a video presentation to a first plurality of subjects;

an apparatus for inquiring of each of the first plurality of subjects whether each of a plurality of still images obtained from the video presentation are recognized by each of the first plurality of subjects;

an apparatus for tabulating a percentage of the first plurality of subjects reporting recognition of the image to the inquiring apparatus;

an apparatus for generating a graph comprising each of the images, wherein a position of each of the images on the graph is determined by the corresponding percentage generated by the tabulating apparatus;

an apparatus for creating an abbreviated presentation containing a subset of the images;

an apparatus for, after introduction of the video presentation via an advertising campaign, displaying the abbreviated presentation to a second plurality of subjects in a market targeted by the advertising campaign; and

an apparatus for inquiring of each of the second plurality of subjects whether the abbreviated presentation is recognized by each of the second plurality of subjects.

19. (previously presented) The system of claim 18 wherein the creating apparatus comprises an apparatus for creating a storyboard comprising still images.

20. (previously presented) The system of claim 18 wherein the creating apparatus comprises an apparatus for creating an abbreviated video presentation comprising a subset of the video presentation.

21. (previously presented) The method of claim 1 additionally comprising the step of automatically generating by a computer a graph comprising each of the images.

22. (previously presented) The method of claim 21 wherein a position of each of the images on the graph is determined by the corresponding percentage generated in the tabulating step.

23. (previously presented) The method of claim 4 further comprising the step of generating by a computer a graph or grid comprising at least one image from the presentation.

24. (previously presented) The method of claim 23 wherein characteristics of the at least one image are determined by results of the tabulating step.

25. (previously presented) The system of claim 11 further comprising a computer for automatically generating a graph comprising each of the images.

26. (previously presented) The system of claim 25 wherein a position of each of the images on the graph is determined by the corresponding percentage generated by the tabulating means.

27. (previously presented) The system of claim 14 further comprising a computer for generating a graph or grid comprising at least one image from the presentation.

28. (previously presented) The system of claim 27 wherein characteristics of the at least one image are determined by results generated by the tabulating means.

29. (currently amended) ~~An automated~~ A method of collecting audience recognition information concerning a video or graphic presentation, the method comprising the steps of:

displaying a video or graphic presentation to a plurality of subjects, the displaying step comprising displaying a graphic presentation for a duration of less than one minute;

obtaining by an apparatus local to each subject audience recognition information ~~concerning the presentation~~ from each of the subjects concerning a plurality of still images obtained from the video presentation, the obtaining step comprising inquiring of each of the plurality of subjects ~~what portions of the presentation~~ which of the still images are recognized;

communicating results of the obtaining step via a network to a central computer;

tabulating results of the obtaining step for all subjects, the tabulating step comprising determining for each of the portions a percentage of the subjects recognizing the portion in the obtaining step; and

generating by a computer a graph or grid comprising at least one image from the presentation, wherein characteristics of the at least one image are determined by results of the tabulating step, the generating step comprising automatically generating by a computer the presentation overlaid with a grid, wherein a brightness of portions of the presentation are determined by results of the tabulating step.

30. (currently amended) ~~An automated~~ A system for collecting and displaying audience recognition information concerning a video or graphic presentation, comprising:

an apparatus for displaying a video or graphic presentation to a plurality of subjects the displaying means comprising means for displaying a graphic presentation for a duration of less than one minute;

an apparatus local to each subject for obtaining audience recognition information ~~concerning the presentation~~ from each of the subjects concerning a plurality of still images obtained from the video presentation, the obtaining means comprising means for inquiring of each of the plurality of subjects ~~what portions of the presentation~~ which of the still images are recognized;

a network for communicating results generated by the obtaining means to a central computer;

an apparatus for tabulating results generated by the obtaining apparatus for all subjects, the tabulating apparatus comprising an apparatus for determining for each of the portions a percentage of the subjects recognizing the portion to the inquiring apparatus; and

a computer for generating a graph or grid comprising at least one image from the presentation, wherein characteristics of the at least one image are determined by results generated by the tabulating apparatus, the generating apparatus comprises a computer for automatically generating the presentation overlaid with a grid, wherein a brightness of portions of the presentation are determined by results generated by the tabulating apparatus.

31. (previously presented) The method of claim 29 wherein the step of communicating results via a network comprises communicating results via the Internet.

32. (previously presented) The method of claim 29 wherein the displaying and obtaining steps are performed by an element selected from the group consisting of World Wide Web browsers, interactive television devices, and a combination thereof.

33. (previously presented) The system of claim 30 wherein the network for communicating results comprises the Internet.

34. (previously presented) The system of claim 30 wherein the displaying and obtaining apparatuses are performed by an element selected from the group consisting of World Wide Web browsers, interactive television devices, and a combination thereof.

35. (new) The method of claim 1 further comprising the step of selecting a plurality of still images obtained from the video presentation according to meaningful differences between sampled frames.

36. (new) The method of claim 8 further comprising the step of selecting a plurality of still images obtained from the video presentation according to meaningful differences between sampled frames.